



MEETING DATE: 10/03/11

ITEM NO.

CONSENT

8

COUNCIL AGENDA REPORT

DATE: September 28, 2011
TO: MAYOR AND TOWN COUNCIL
FROM: GREG LARSON, TOWN MANAGER
SUBJECT: NORTH 40 SPECIFIC PLAN UPDATE

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BACKGROUND:

The North 40 Advisory Committee (N40AC) has been meeting for six months and held five meetings. In addition, there has been one joint Town Council, Planning Commission, and North 40AC study session; and one joint Town Council and Planning Commission study session. The Town Council has been updated each month on the committee's progress. Prior to the August 4, 2011, N40AC meeting, the overall intent was to educate the committee on guiding policies for the Specific Plan such as the General Plan policies, 1999 Draft North 40 Specific Plan, and key documents including the white paper on the School Generation Rates/North 40 Student Projections, the BAE Market Study, etc.

During the last two meetings that occurred on August 4, and September 22, 2011, the Committee made significant progress in helping staff formulate the project description for the North 40 Specific Plan. This step is very important since once a project description is defined, the Environmental Impact Report (EIR) preparation can commence, and RRM, the Town's Specific Plan consultants, can start outlining the chapters and contents for the Specific Plan.

The intent of this report is to provide a more comprehensive update of the committee's work over these last two meetings. As was noted in the last update report, at the August 4, 2011, N40AC meeting, the committee reviewed the findings from the Market Study, discussed possible land uses for the North 40, and participated in a hands-on conceptual brainstorming exercise, which resulted in three different site plans for the various commercial and residential components. Following a presentation from RRM on characteristics of various retail centers and residential product types, the committee organized into three groups, and with the assistance of RRM and the Design Team staff, developed three different site plans that contained a mix of residential, retail, office, and restaurant product types and sizes (Please see Attachment 1 for a brief summary of the August 4, 2011 meeting and the three site plans; and Attachment 2 for a PowerPoint presentation and shopping center type

PREPARED BY: Wendie R. Rooney, Director of Community Development

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Reviewed by: WR Assistant Town Manager WR Town Attorney _____ Finance

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matrix). Please note that the intent of the residential and commercial product types in the presentation (Attachment 2) is to illustrate the type of the product and not the architectural style. This exercise was not only fun for the committee members, but also challenging since each site plan had to provide sufficient parking and access for the proposed land uses.

At the September 22, 2011, N40AC meeting, RRM presented the results of the brainstorming exercise and discussed the Common Ideas or Themes amongst the three different group's site plans (Attachment 1, Page 2). RRM also presented a revised North 40 draft concept plan that integrated the common themes and minimized or eliminated uses, or more specifically, sizes of uses that caused the Committee concerns. For example, the revised draft concept plan does not include larger format or big box retail and minimizes the amount of smaller, in-line retail that could potentially compete with uses that are generally represented in the Downtown area. Both of these uses were an expressed concern of the Committee members.

Following an extensive discussion and Q&A, the Committee generally found the concept plan was moving in the right direction, although they did express concerns with the location of the hotel and felt that it may be better suited where the office is proposed. Some Committee members also expressed concern with density, the potential for competition with Downtown uses, and apartment uses proposed for the corner of Lark Avenue and Los Gatos Boulevard and along Lark. The concept plan discussion lead to further dialogue on the North 40 Specific Plan uses, and following more Q&A, a majority of the Committee generally found the proposed uses acceptable. The proposed uses include:

- Sit Down Restaurants
- Café/Quick Service Restaurants
- Anchor (Destination)
- Major Retail (Destination) – Not to include Big Box
- Flagship Retail (Destination)
- Destination Retail (In-Line)
- Neighborhood Retail (In-Line)
- Market Hall or Specialty Market
- Hotel
- Office
- Entertainment/Heath Club
- Residential
- Parks and Open Space

RRM presented the final topic, which was a discussion of the building heights. The concept plan shows heights ranging from one to four stories with one exception for a possible five story hotel. RRM presented a series of slides with representative pictures to illustrate height and mass of various commercial and residential product types. The presentation also included cross sections in the

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commercial and residential cores that demonstrate how the buildings would relate to the street as well as provide a visual of the building heights spanning across the site plan. Finally, the presentation included a height zone plan. Considerable discussion ensued and a consensus was not achieved on the overall heights; however, RRM received input on areas that should be further addressed, such as the apartment heights along Lark Avenue, at the corner of Lark and Los Gatos Boulevard, and the "panhandle" that extends from the middle of the site to the westerly property line along Highway 17. Committee members also requested that staff provide a list of buildings in the area representative of the various heights under consideration in the N40.

In summary, while the objectives of the meeting were not completely achieved, RRM and the Design Team received considerable input and believe that there is sufficient information to begin some of the technical studies required with the environmental review. Staff will be recommending another Committee meeting to finalize the height discussion, refine the ranges or percentages of proposed uses, and to affirm prior Committee direction. Following that special meeting, the Council will receive another update on a regular Council agenda prior to initiation of environmental review and drafting of the proposed Specific Plan.

NEXT STEPS:

- Begin the technical environmental studies
- Schedule a follow-up Committee meeting

Attachments:

1. Summary of the August 4, 2011, meeting, including the three site plans
2. August 4, 2011, PowerPoint presentation and shopping center type matrix

WRR:ct

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NORTH 40 SPECIFIC PLAN

AC Meeting #4 Summary

August 4, 2011

The fourth North 40 Advisory Committee (AC) meeting was held on August 4th, 2011 to update the AC on the North 40 Market Study and to facilitate an interactive brainstorming exercise on what land uses the AC would/would not like to see in the North 40 Specific Plan Area. The purpose of the exercise was to get a better understanding of the interests and concerns of the AC relative to the type of development, and the mix of uses that the AC sees as appropriate for the North 40 site. The alternatives developed during the exercise will be used to produce a draft conceptual land use plan and to clearly define the project vision statement for the North 40 Specific Plan.

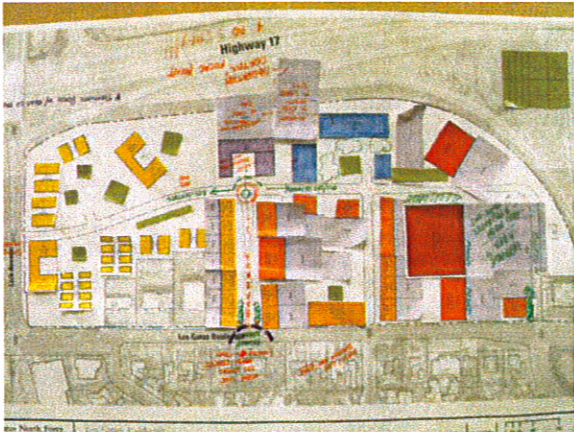
Jessica von Borck, Los Gatos Economic Vitality Manager, presented the Draft Economic Study. The Economic Study update was followed by a question/answer period. The report presentation outlined the market assessment, retail attraction/leakage, and opportunities/strategies that could be implemented to create a synergy between the North 40, downtown, wine industry, and other Los Gatos attractions. The AC questions and discussions focused on ways to provide something on the North 40 that would create a community with a variety of uses and services that Los Gatos currently doesn't have and that would complement the downtown. There was also a question about whether the specific plan could define merchant types to reduce conflicts with downtown businesses. The specific plan would not identify retailers, but could control pad sizes to encourage the appropriate uses for the North 40 Plan Area.

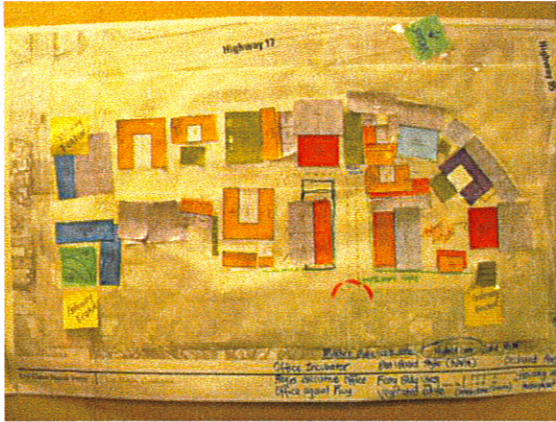
The Economic Study led into the land use brainstorming exercise. The exercise allowed the AC to use the Economic Study information and create a plan that represented their interests in the types of residential and commercial uses, the mix of uses, and the location of uses on the North 40. The AC was divided into three groups to discuss and place building/land use cut-outs onto a site plan. Each group had a packet of material to assist them in the exercise. These cut-outs or "puzzle pieces" were color coded building footprints which included the corresponding parking requirement for each building type. The brainstorming session concluded with each of the three teams presenting their ideas, conclusions and solutions to the rest of the AC.


Though each team had a unique site plan and mix of uses, there were some similarities between the plans and some ideas and concepts on each plan that can be integrated into the conceptual site plan. The design team will pull from the three plans and integrate key ideas and

concepts into a draft concept plan that will be presented at the September 22nd AC meeting. A summary compilation is as follows.

Common Ideas
Give prominence to Market Hall building and boutique hotel as focal points
Innovation Center
Upscale development (boutique hotel, office, innovation center)
Variety of open spaces types – pocket parks, passive parks, linear parks
A diversity of housing types is desired from Single Family to Senior Housing, spread throughout the project
Variety of restaurants and sizes to support the uses and serve the area
Live entertainment may be desired if it does not compete with Downtown
Trees/orchard along Los Gatos Boulevard
Tuck parking behind buildings. Use parking structures as a buffer from freeway
Create a walkable development

Plan 1: Barbara Spector and Barbara Cardillo	Land Use Plan Elements
Brainstorming Concept	Key Plan Elements:
	Promenade Street entrance with focal feature at terminus
	Boutique hotel – upscale
	Innovation center – upscale
	Small green spaces
	Market hall
	Retail:
	Protect leakage (large retail)
	Personality and tone of retail important
	Did not define stores
	Concern about competing with downtown
	Neighborhood-serving retail
	Residential:
	Senior housing should not be isolated
	Provide a diversity of housing type with small greens
	Other:
	Upscale office
	Restaurants to support innovation center and hotel – create a node of synergy between hotel, restaurants and innovation center
	Roads should terminate into something other than parking
	Entrance with trees
	Parking structures along freeway
	Green parkway along Los Gatos Boulevard

Plan 2: Gordon Yamate, John Bourgeois, Dan Ross		Land Use Plan Elements
Brainstorming Concept		Key Plan Elements:
		Orchard theme/board and batten style architecture (Napa)
		Retain orchard presence along the Los Gatos Boulevard and project entrance
		Boutique hotel (give prominence)
		Live entertainment theater/venue but not to compete with downtown
		Multi-story parking garages in rear with paseos to front
		Market hall (give prominence as focal point)
		Public art piece/focal point at corner of Los Gatos Boulevard and Lark Avenue
		Incubator with 3-4 story parking structure with open space campus ala Regis Executive Office
		Retail:
		In-line retail and cafes opening onto green space
		2 larger destination retail spaces, H&M
		Market hall similar to Ferry Building; food uses, perhaps include a restaurant
		"Artefact Design & Salvage" or similar unique store with agrarian feel - CornerStone, Sonoma
		Residential:
		Limit residential along freeways
		Integrated residential throughout - security
		Lot of greenery
		More "small" multi-family buildings
		Include resident-serving businesses (small pad)
		Other:
		Office incubator
		Create focal point at terminus of entry street
		Restaurants needed
		Small pocket spaces (similar to Carmel)
		Large park or passive space with historic presence (one acre)
		Widen entrance to project to pull people in

Plan 3: Todd Jarvis, Joe Pirzynski	Land Use Plan Elements
Brainstorming Concept	Key Plan Elements:
	Walking community theme
	Nice entrance to shopping experience
	Develop in a way that people will spend time there
	Greenbelt along Los Gatos Boulevard (hide development and retain Los Gatos character)
	Multi-tiered parking at back with landscaping & trees
	Boutique hotel
	Innovation center with restaurant
	Medical office
	Live entertainment to accommodate 250 people
	Retail:
	Flagship retail
	One major retail anchor tenant
	Marketplace in the heart of walking area
	Neighborhood center to service homes
	Residential:
	Single family residences – senior housing
	Locate residential away from noise on Hwy 85/Hwy 17
	Other:
	Underground parking on a limited basis
	Restaurants – mixed sizes
	Park to be used by residents and retail users
	Retain green within interior
	Green along Los Gatos Boulevard and entry drive
	Keep parking close by; people should not be required to cross parking lots to get to places
	Tiered parking, 2 to 3 levels, primarily along freeway (noise abatement)
	Inviting place
	Create a central theme for the development

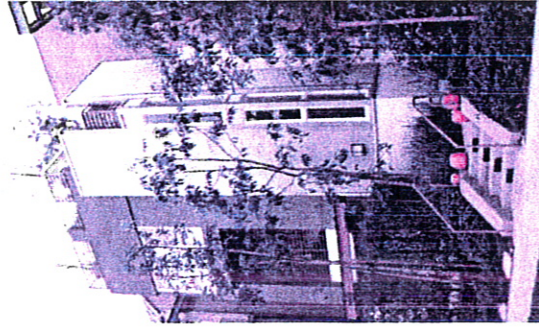
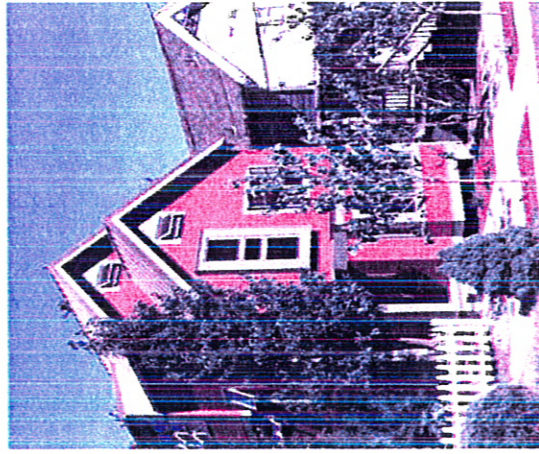
BRAINSTORMING EXERCISE



RESIDENTIAL PRODUCT TYPES

Small Lot Single Family (Single Family Detached)

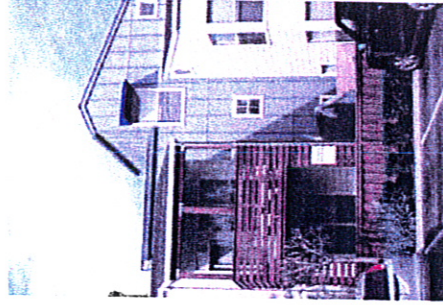
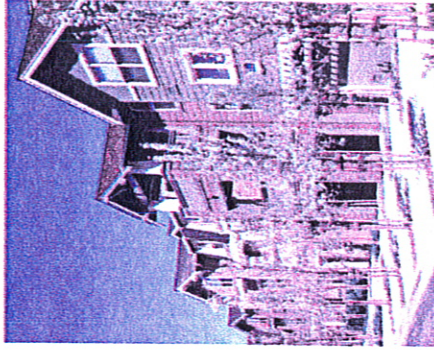
- 2 to 3 story homes
- 8 to 12 units per acre
- Attached 2 car garages



RESIDENTIAL PRODUCT TYPES

Townhomes

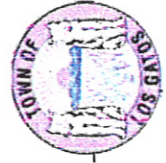
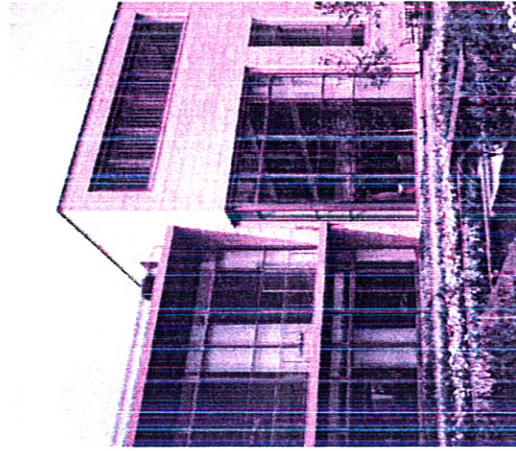
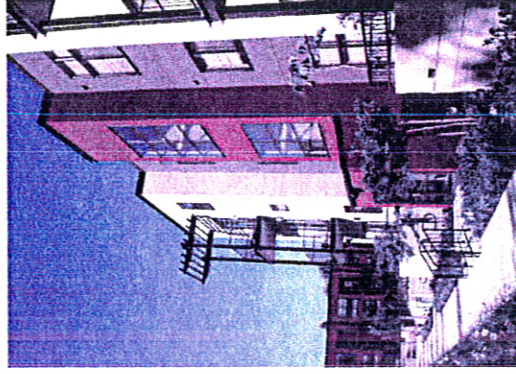
- 2 to 3 story homes
- Arranged in clusters of 4-8 units
- 12-15 Units Per Acre
- Attached 1 Car & 2 Car Garages



RESIDENTIAL PRODUCT TYPES

Multifamily Residential

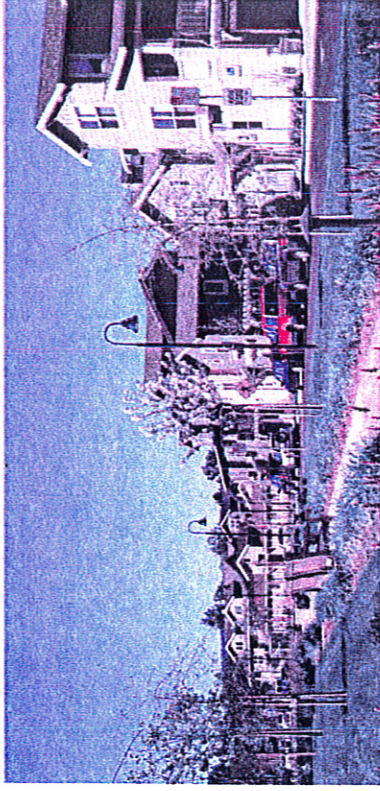
- 3 to 4 stories
- Common parking garage partially below grade
- Affordable senior
- Luxury senior
- Market rate



PLAZAS, PARKS, AND OPEN SPACE

Large Open Spaces

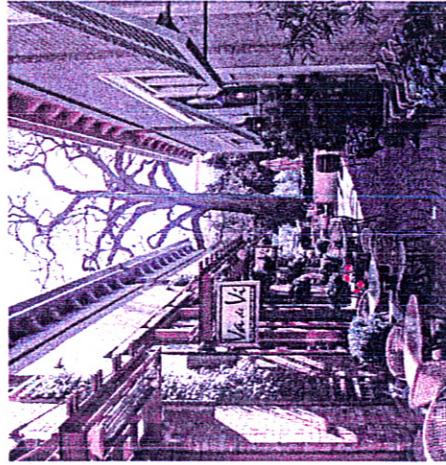
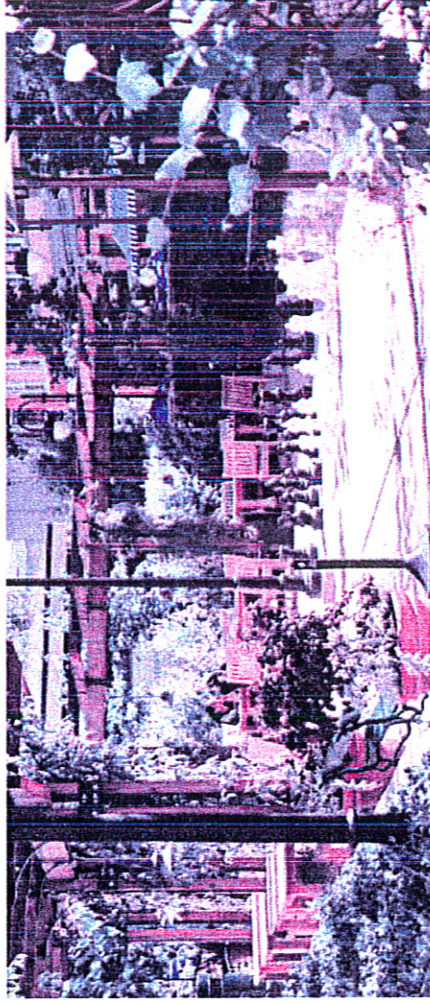
- Neighborhood Parks
- Public Gathering Spaces
- Public Plazas
- Greenbelts



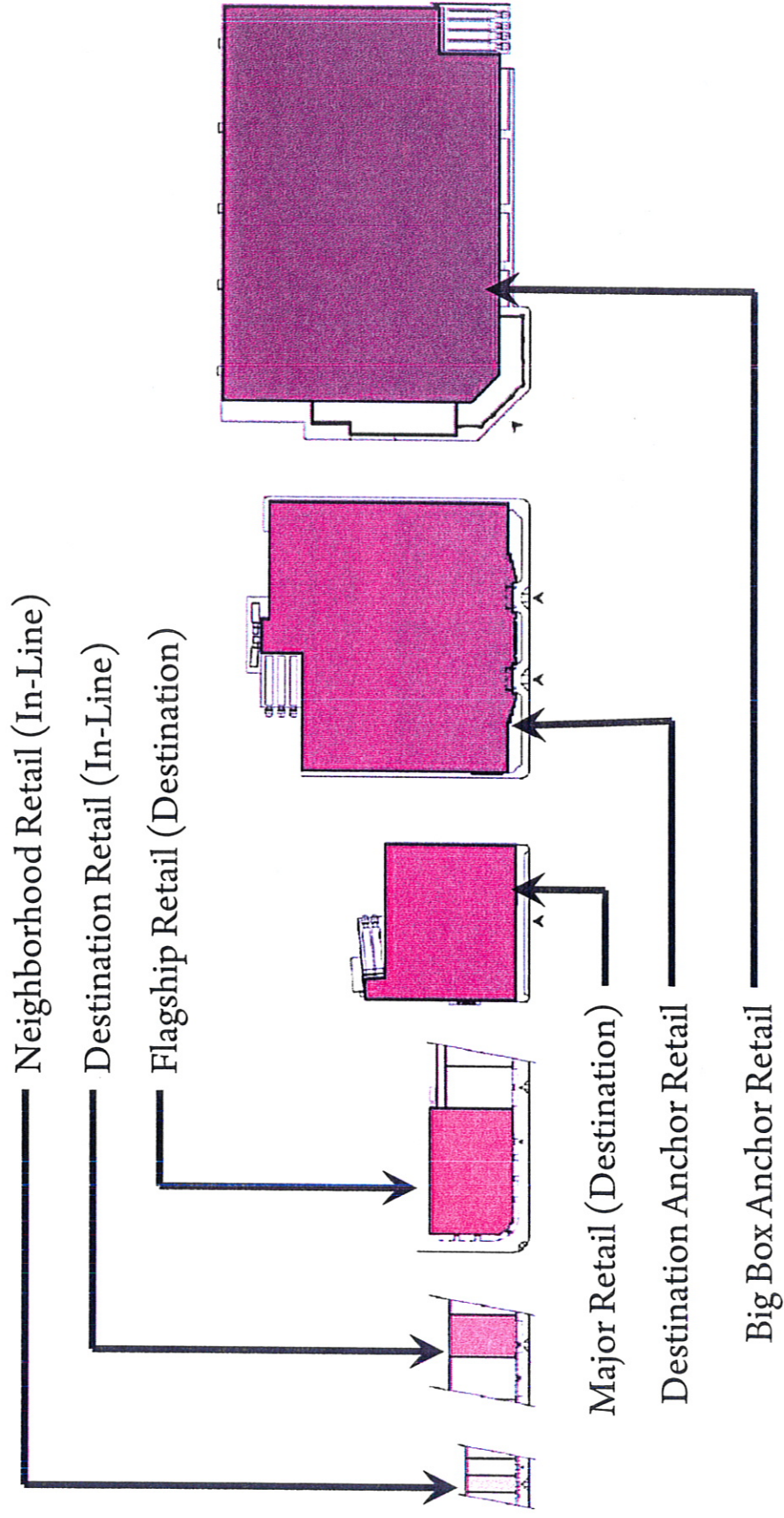
PLAZAS, PARKS, AND OPEN SPACE

Small Open Spaces

- Paseos
- Outdoor Dining
- Pocket Parks
- Linear Parkways
- Pedestrian & Bike Trails
- Community Gardens



RETAIL TENANT TYPES



NEIGHBORHOOD RETAIL (IN-LINE)

Example Uses

- Bank
- Coffee/Bakery
- Dry Cleaning
- Copy and Mail
- Optical
- Hair and Nail Salons
- Flowers
- Card Shop

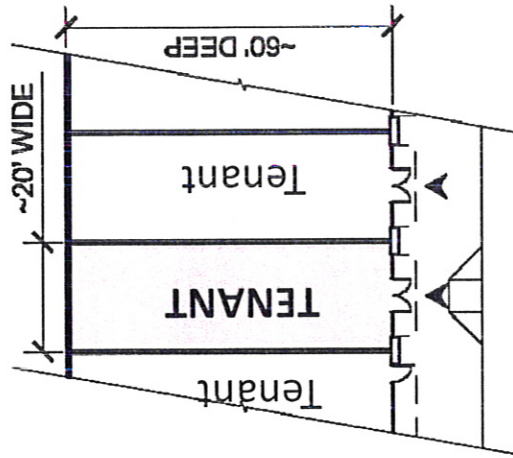


Typical Sizes and Depths

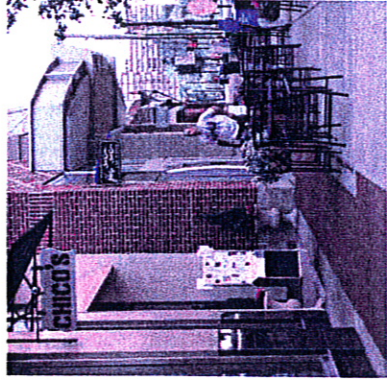
- 800 SF to 5,000 SF
- 55 feet to 65 feet deep

Parking Required

- 4 spaces/1000 SF



DESTINATION RETAIL (IN-LINE)



Example Uses

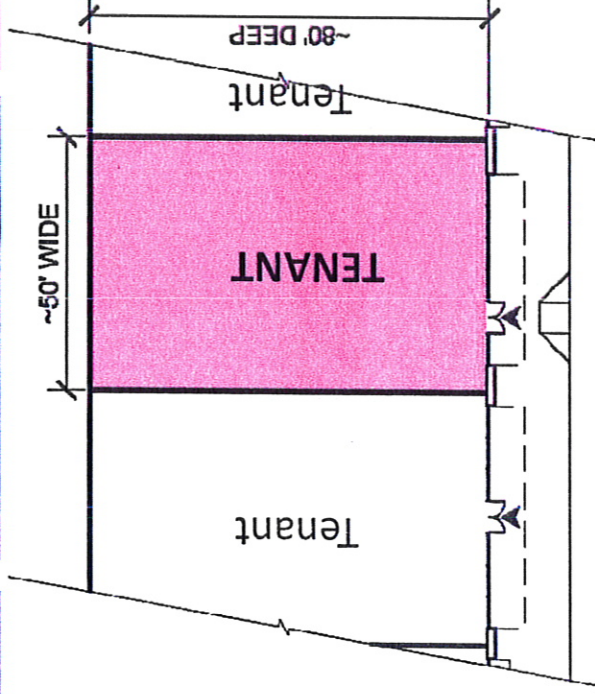
- Apparel
- Fashion
- Fashion Accessories
- Shoes
- Home Accessories
- Beauty

Typical Sizes and Depths

- 2,000 SF to 12,000 SF
- 80 feet deep minimum

Parking Required

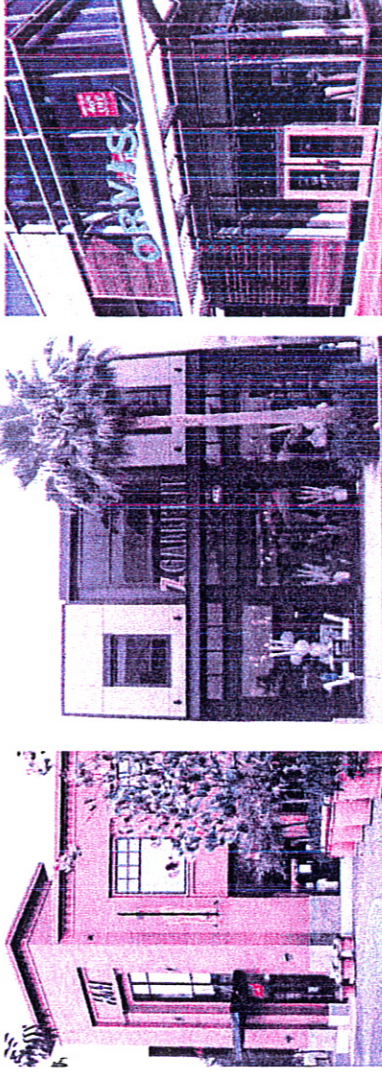
- 4 spaces/1000 SF



FLAGSHIP RETAILER (DESTINATION)

Example Uses

- Sporting Goods
- Apparel
- Home Furnishings
- Kitchen

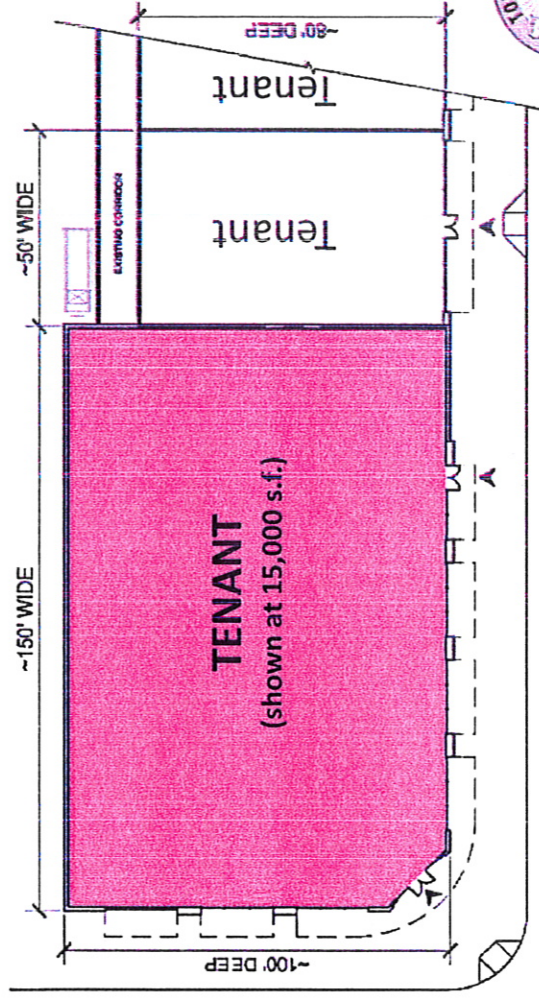


Typical Sizes and Depths

- 10,000 SF to 25,000 SF
- Approx. 100 feet deep
- Sometimes can do a partial second floor sales area

Parking Required

- 4 spaces/1000 SF



MAJOR RETAIL TENANT (DESTINATION)

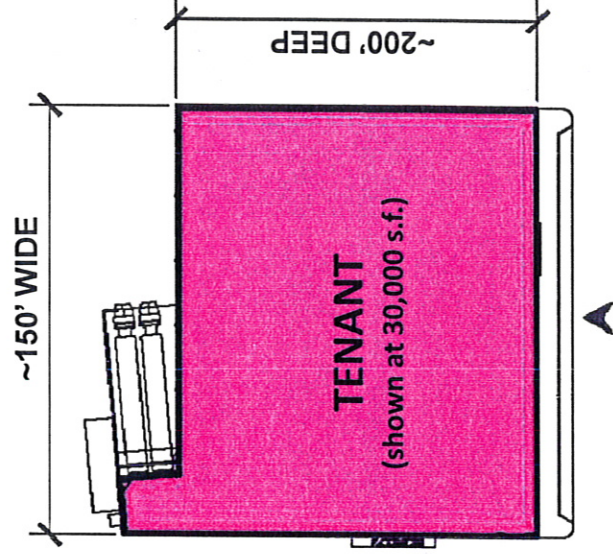
Example Uses

- Electronics
- Sporting Goods
- Appliances
- Office Supplies



Typical Sizes and Depths

- 18,000 SF to 50,000 SF
- Approx. 150 feet wide by 200 feet deep
- Rarely will do multilevel format



Parking Required

- 4 to 5 spaces/1000 SF



DESTINATION ANCHOR TENANT

Example Uses

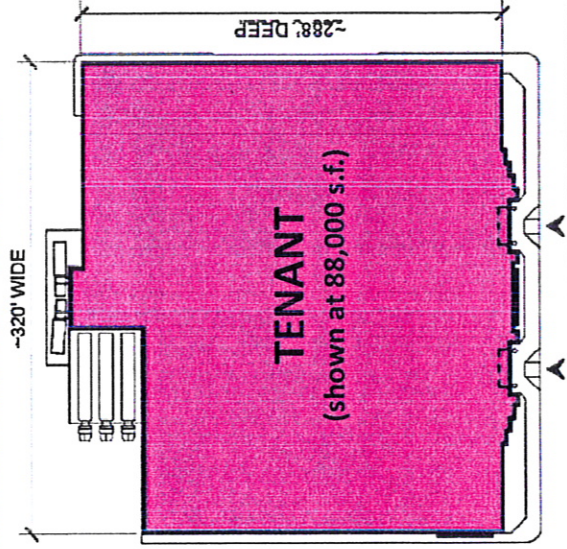
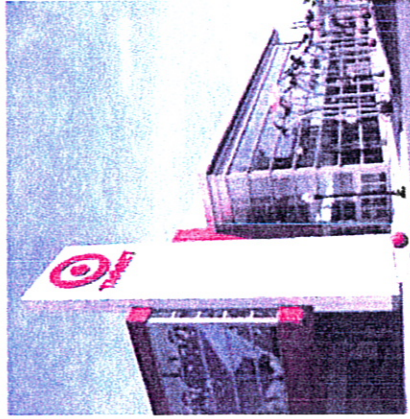
- General Merchandise
- Department Store

Typical Sizes and Depths

- 50,000 SF to 125,000 SF
- Approx. 250 feet deep
- Some retailers will consider multiple floors or parking below a raised store

Parking Required

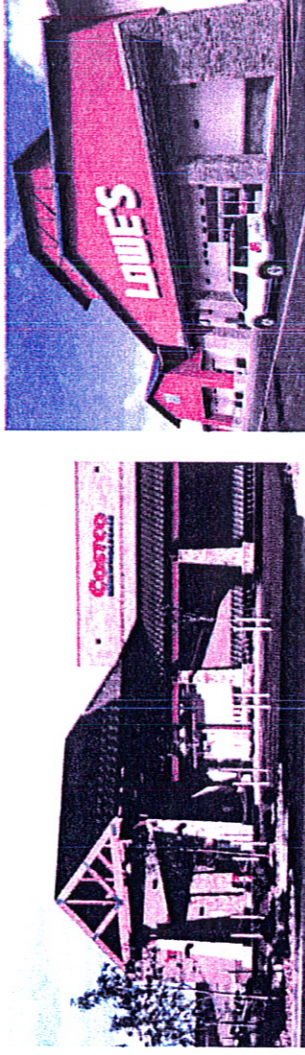
- 4 to 5 spaces/1000 SF



BIG BOX ANCHOR TENANT

Example Uses

- General Merchandise
- Home Improvement
- Warehouse

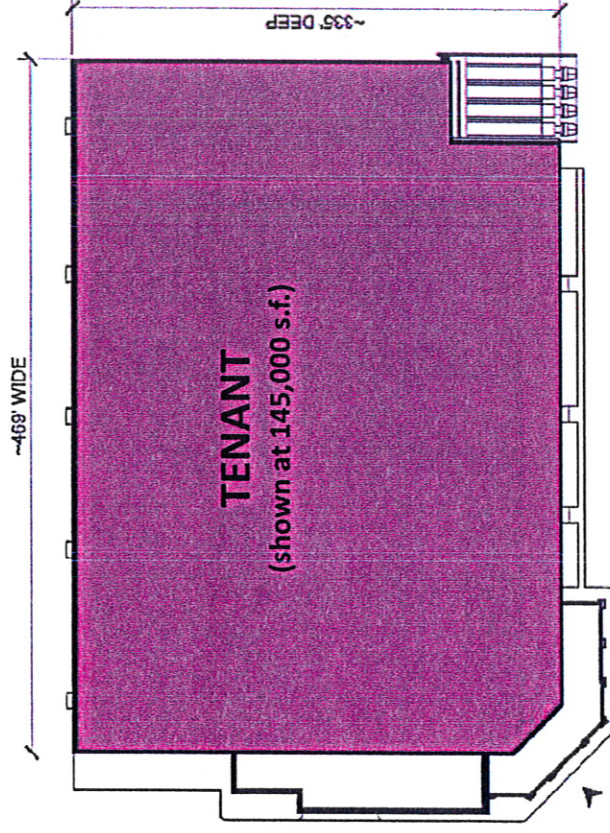


Typical Sizes and Depths

- 100,000 SF to 150,000 SF
- Approx. 300 feet deep
- Single level

Parking Required

- 4 to 5 spaces/1000 SF



RESTAURANTS

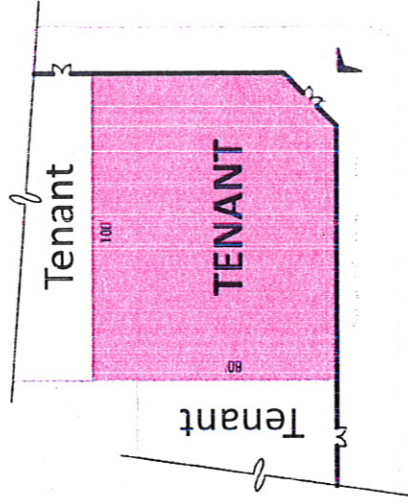
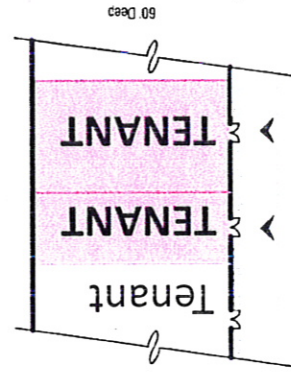
Sit-Down

- Sizes: 3,500 s.f. to 12,000 s.f.
- Parking: 8-10 spaces / 1,000 s.f.
- Stand alone or in-line condition
- May include bar or entertainment
- Longer duration of time spent dining
- Connected to outside dining



Cafes & Quick Serve

- Sizes: 1,200 s.f. to 4,000 s.f.
- Parking: 5-7 spaces / 1,000 s.f.
- Usually in-line condition
- Small cafes may only serve breakfast and/or lunch
- Typically order food at counter and take to go or sit down
- Shorter duration of time spent dining
- Offers shared outdoor dining opportunities



Café & Quick Serve

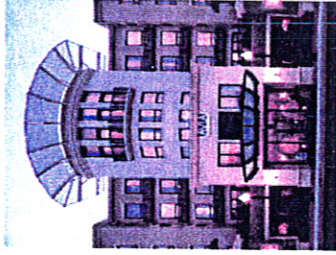
Sit-Down



BOUTIQUE HOTEL

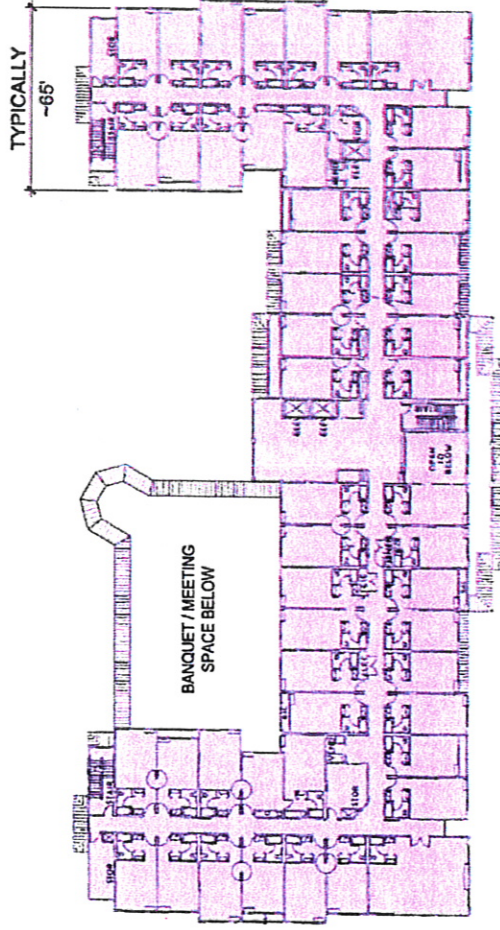
Example

- Approximately 125 rooms
- Limited services at ground level including restaurants, fitness club
- Potential banquet and meeting rooms



Typical Sizes and Depths

- Approximately 65 feet deep
- Usually guestrooms on each side of a central hallway
- 4-5 stories



Parking Required

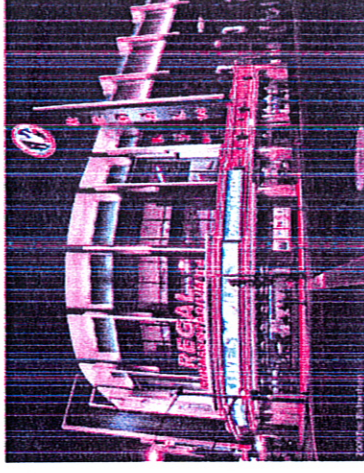
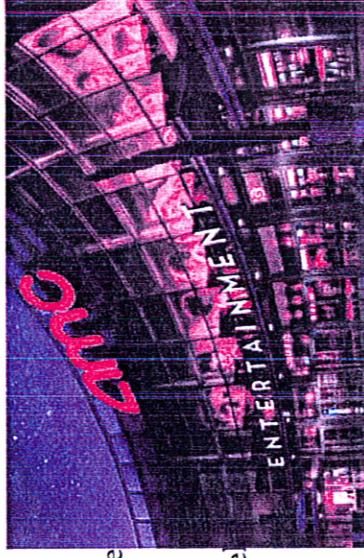
- 1 space per guest room
- Typically parking is accommodated in surface lots but some will locate in parking structure



ENTERTAINMENT - MULTIPLEX CINEMA

Example

- Potential range of screens and sizes
- Potential for additional entertainment venue such as restaurant and bar
- Typ. located at street level. Some can be located at upper levels w/ ground level for ticket sales

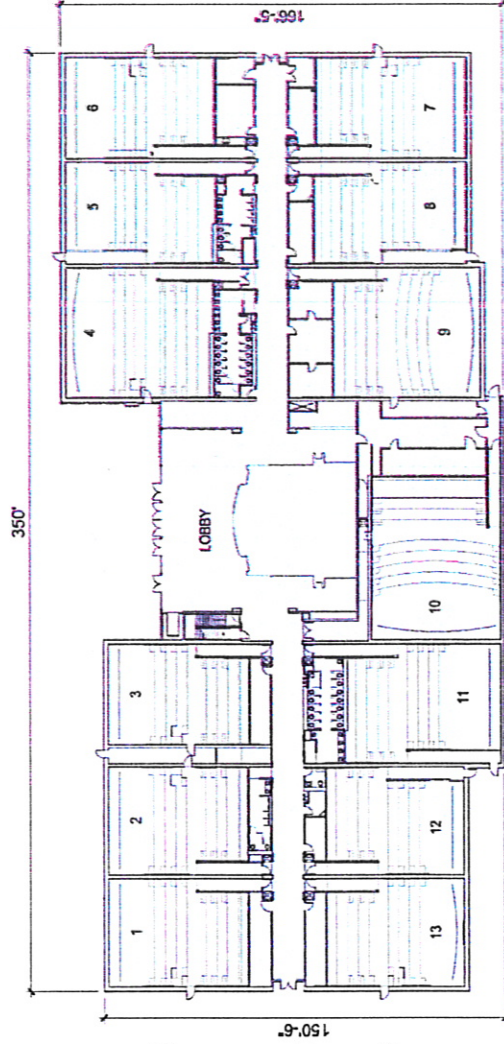


Typical Sizes

- Usually multiscreen of 6 or more
- Example shows 13 screens at 55,000 SF to 65,000 SF
- Includes lobby for concessions and gathering

Parking Required

- 1 space per 4.5 seats (assumes a shared parking concept)
- Typ. parking is accommodated in surface lots but some will locate in parking structure



Example

- Typ. 13-plex theater has approx. 2,200 seats and requires approx. 490 parking spaces

OFFICE

Example Uses

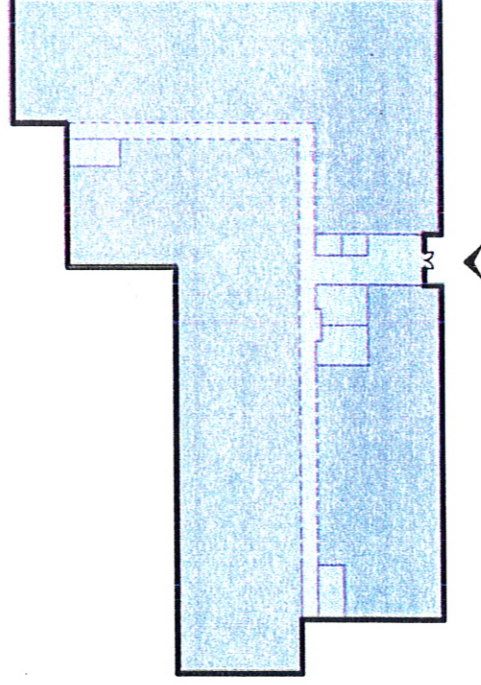
- Corporate offices or headquarters (single user)
- Multi-tenant
- Multi/small tenant such as medical office

Typical Sizes and Depths

- 25,000 s.f. to 35,000 s.f. floor plates
- 70' to 90' deep
- Stand alone or over retail
- 2-4 levels

Parking Required

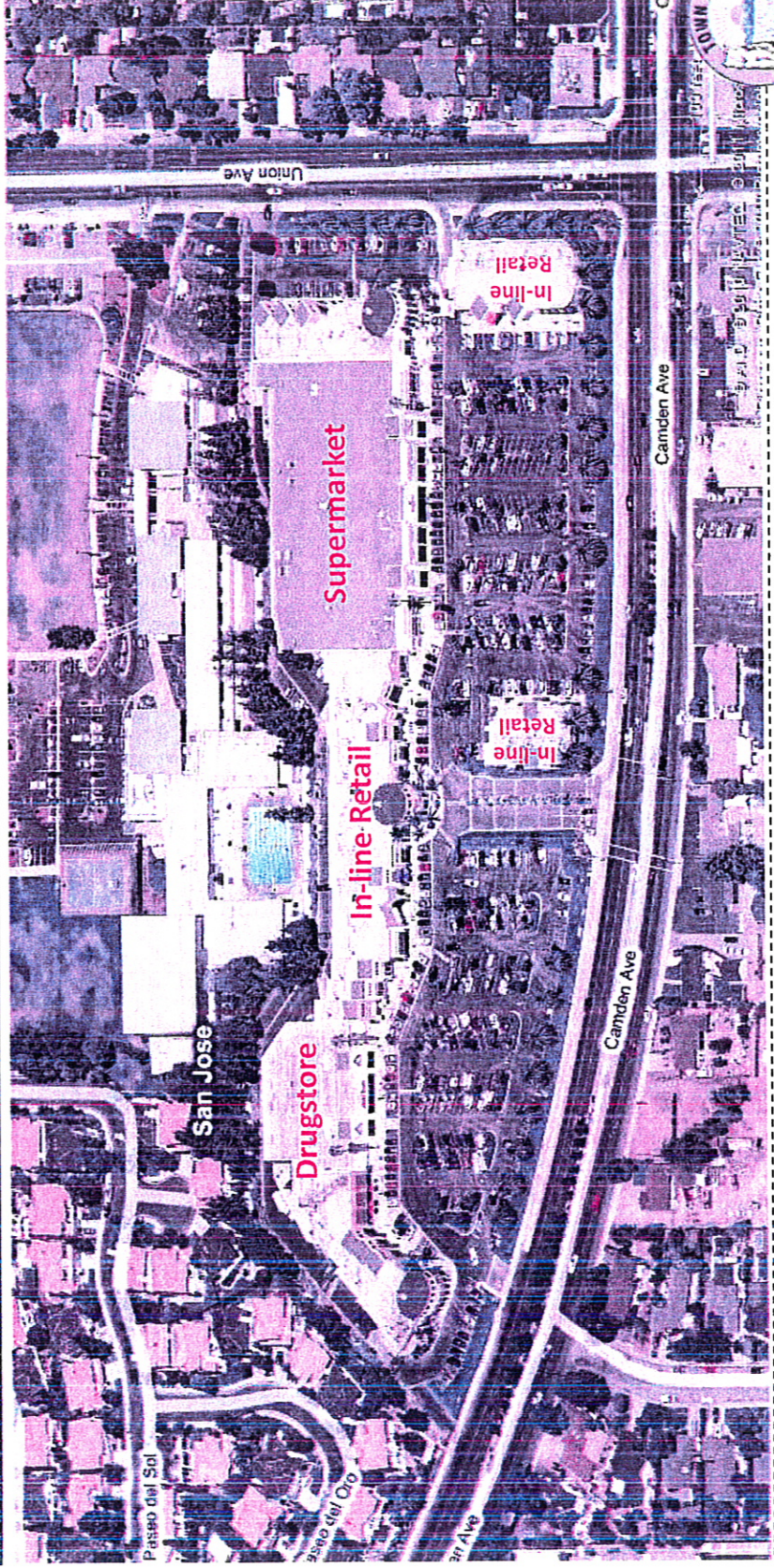
- 4 spaces/1000 s.f.
- Could qualify for shared parking reduction if paired with retail / entertainment



NEIGHBORHOOD CENTER

Lucky Center at Camden Avenue, San Jose

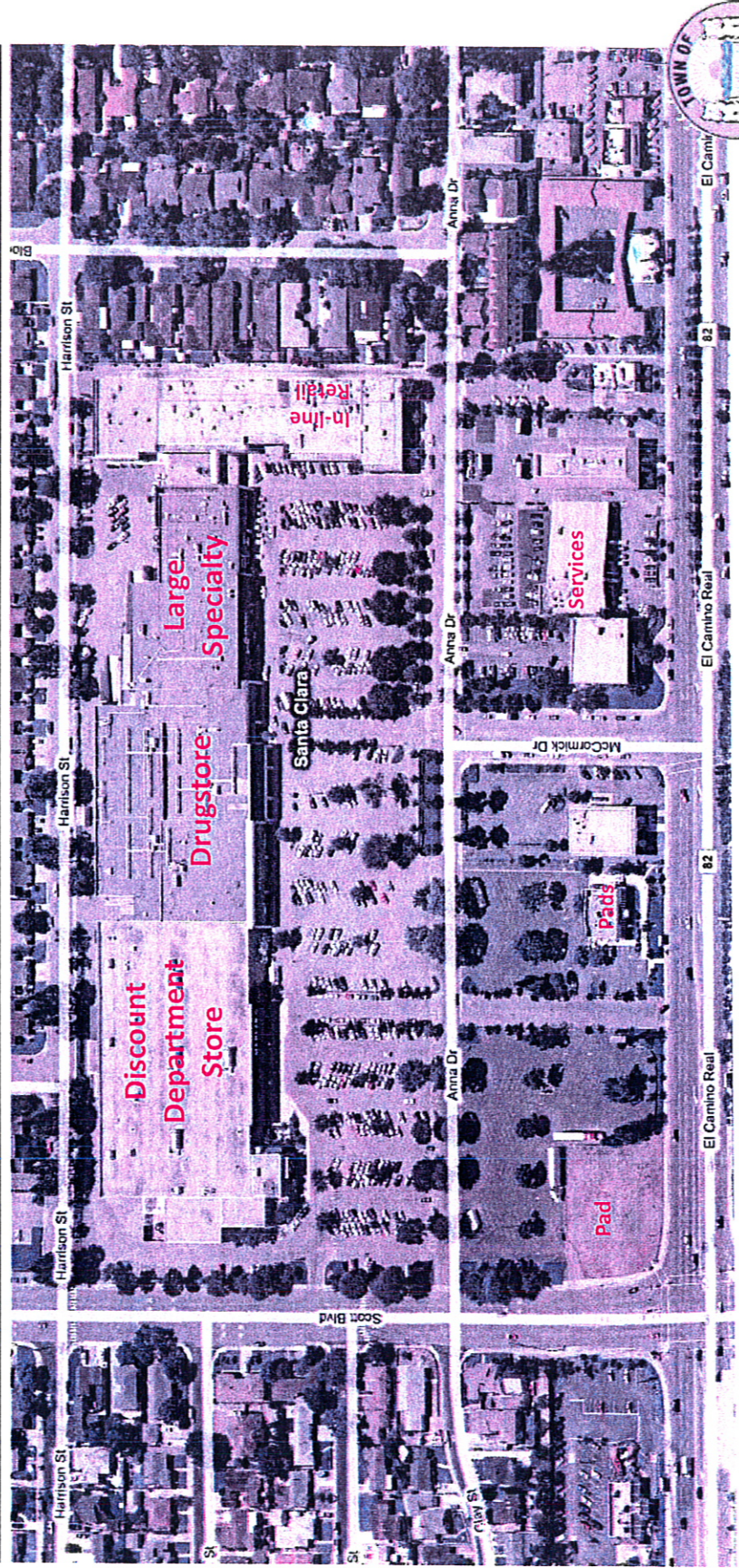
TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)	ANCHOR RATIO*	PRIMARY TRADE AREA**
NEIGHBORHOOD CENTER	Convenience	30,000 - 150,000	3 - 15	NUMBER TYPE	30 - 50%	3 miles
				1 or more Supermarket		



COMMUNITY CENTER

Old Mervyn's Center at El Camino Real, Santa Clara

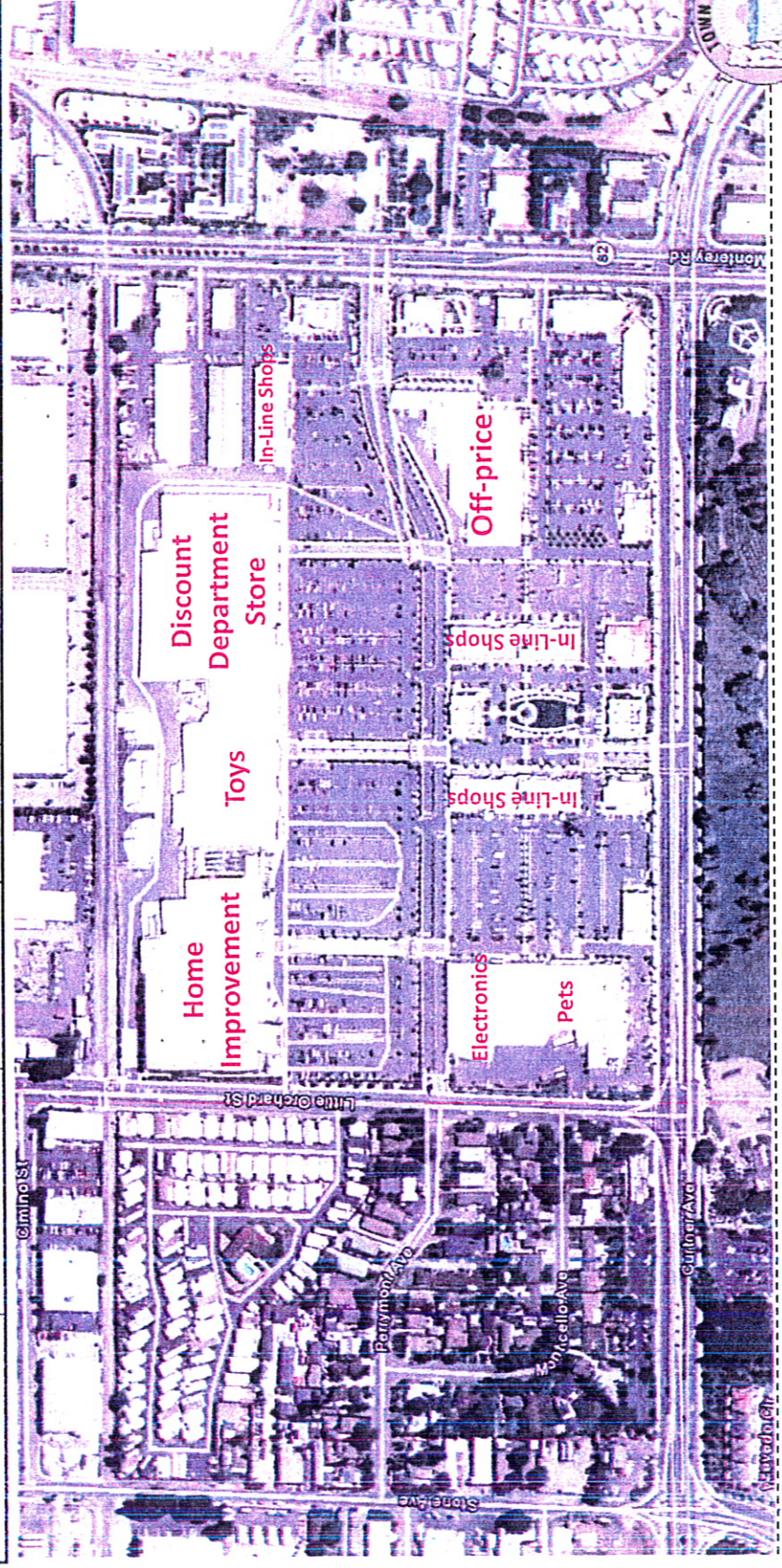
TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
COMMUNITY CENTER	General Merchandise; Convenience	100,000 - 350,000	10 - 40	NUMBER	TYPE	40 - 60%	3 - 6 miles
				2 or more	Discount dept. store; super-market; drug; home improvement; large specialty/discount apparel		



POWER CENTER

"The Plant" Monterey Road and Curtner Avenue, San Jose

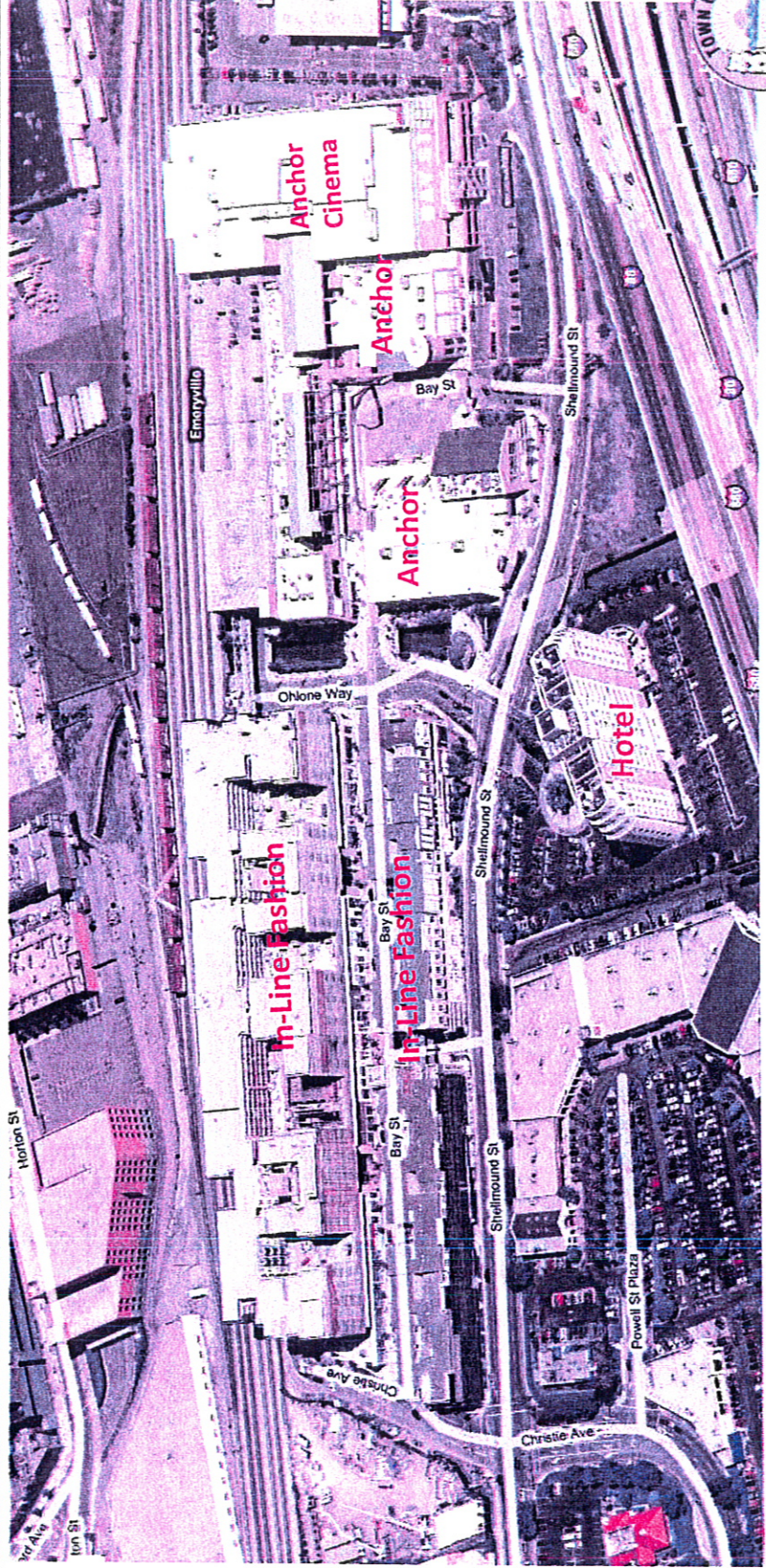
TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
				NUMBER	TYPE		
POWER CENTER	Category-dominant anchors; few small tenants	250,000 - 600,000	25 - 80	3 or more	Category killer; home im- provement; disc. dept. store; warehouse club; off- price	75 - 90%	5 - 10 miles



LIFESTYLE FASHION CENTER

Bay Street, Emeryville

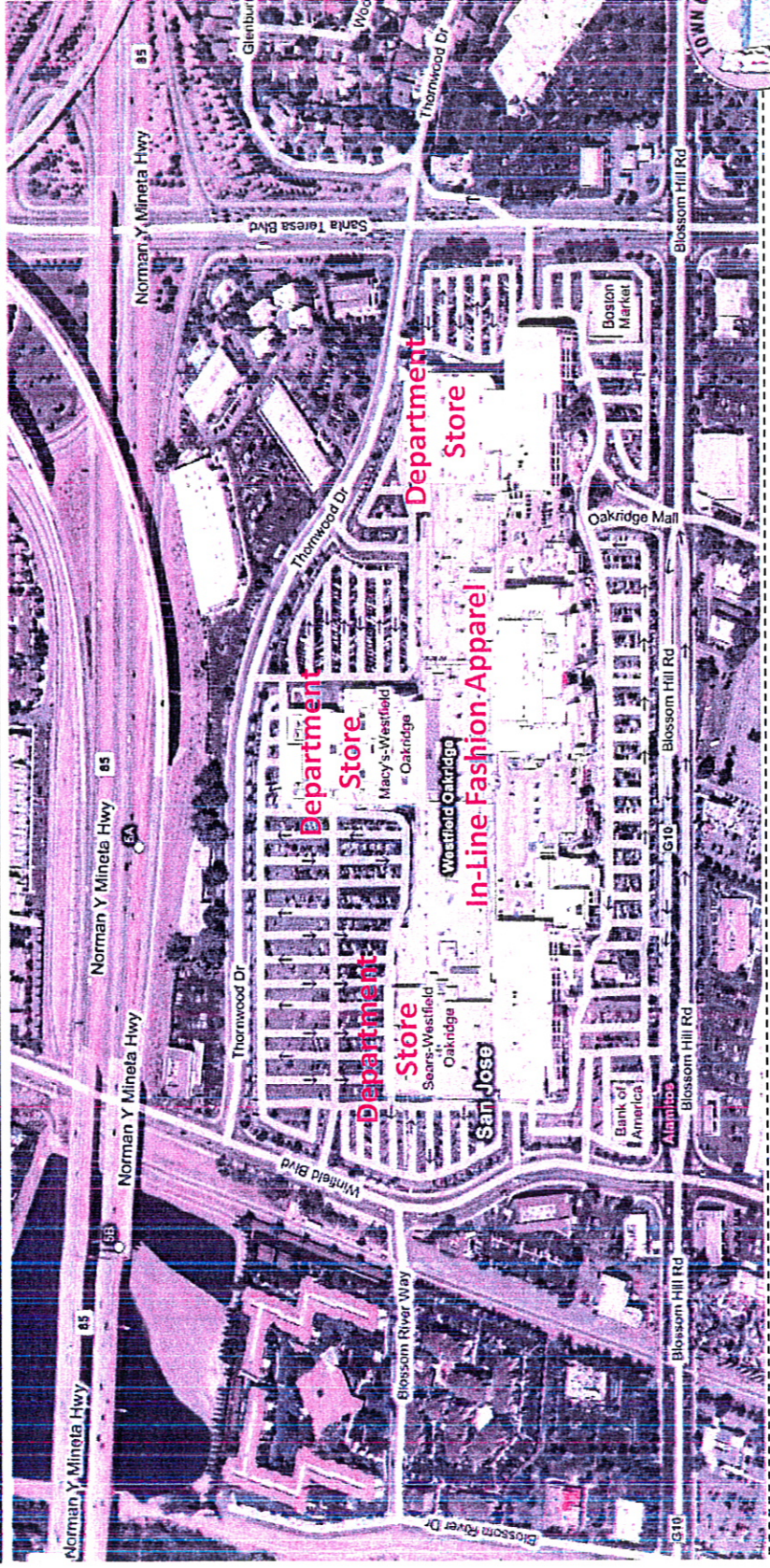
TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S) NUMBER	TYPE	ANCHOR RATIO*	PRIMARY TRADE AREA**
FASHION/SPECIALTY CENTER	Higher end, fashion oriented	80,000 - 250,000	5 - 25	N/A	Fashion	N/A	5 - 15 miles



REGIONAL MALL

Westfield Oakridge Mall, San Jose

TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
			NUMBER	TYPE		
REGIONAL CENTER	General Merchandise; Fashion (Mall, typically enclosed)	400,000 - 800,000	40 - 100	2 or more	Full-line dept. store; jr. dept. store; mass merchant; disc. dept. store; fashion apparel	5 - 15 miles

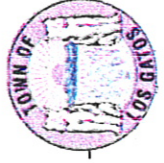


MISC. UPDATES



GENERAL PLAN TRAFFIC INFO

- ▶ Review Handouts



PROPERTY TAX ANALYSIS

► Conceptual Development Plan Assumptions:

- Apartments – 118,560 SF
- Commercial space – 36,000 SF
- Luxury Condominiums – 170,000 SF
- Townhomes – 230,000 SF
- Sales tax has not been included in this analysis



PROPERTY TAX ANALYSIS

- ▶ Annual Property Tax Revenue to School Districts:
 - Los Gatos Union Elementary - \$711,236.71
 - Los Gatos – Saratoga High - \$533,068.91
 - **TOTAL REVENUE TO SCHOOL DISTRICTS PER ANNUM:**
\$1,244,305.62



PROPERTY TAX ANALYSIS

- ▶ Bond Re-Payments:
 - Los Gatos Elementary 2001 - \$193,930.94
 - Los Gatos Elementary 2010 - \$91,910.40
 - Los Gatos – Saratoga High - \$115,500.74
 - **TOTAL BOND RE-PAYMENTS PER ANNUM: \$401,342.08**



PROPERTY TAX ANALYSIS

▶ School Impact Fees:

- Residential Impact Fees - \$1,540,123.20
- Commercial/Retail Impact Fees - \$16,920.00
- **TOTAL IMPACT FEES (ONE-TIME PAYMENT):**
\$1,557,043.20



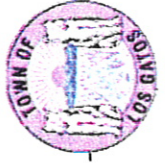
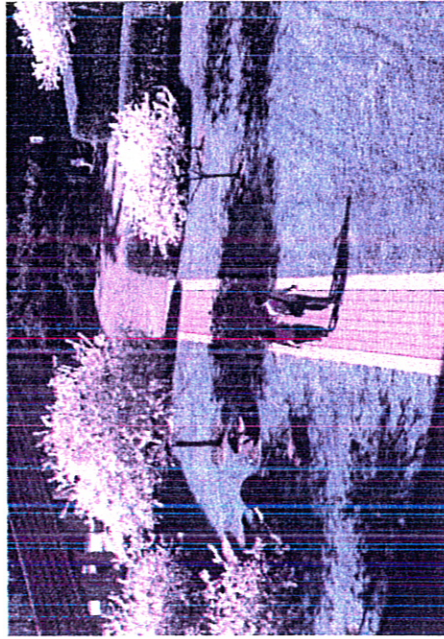
ON-LINE SURVEY UPDATE

- ▶ Notification
 - 30% Email Notification
 - 30% Friend
 - 25% town.los-gatos.com
 - 11% local organization
 - 7% Community meeting
 - 3% losgatosnorth40.com
- ▶ Residence
 - 85% In Los Gatos
 - 15% Outside Los Gatos
- ▶ Age Range
 - Majority 41 and older



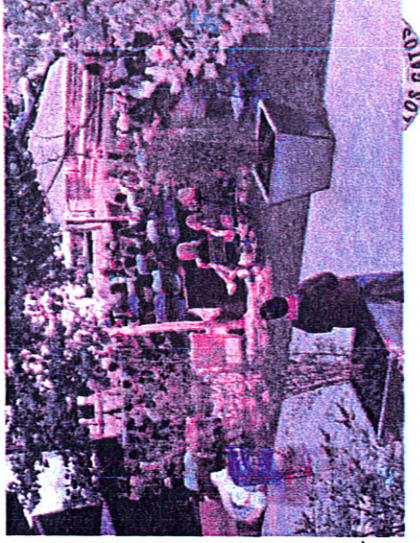
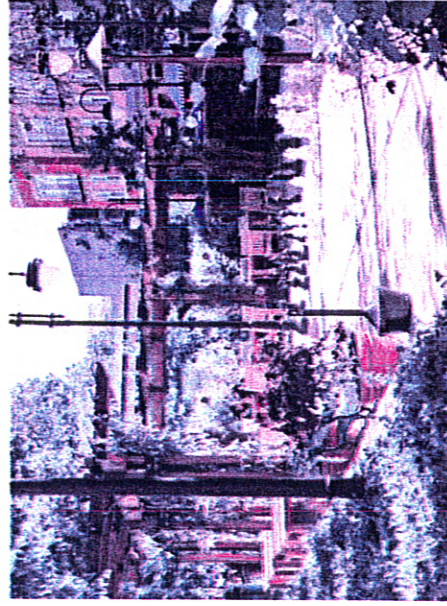
PUBLIC SPACES

- Community Visual Preference Survey Input
 - Strongly Supported



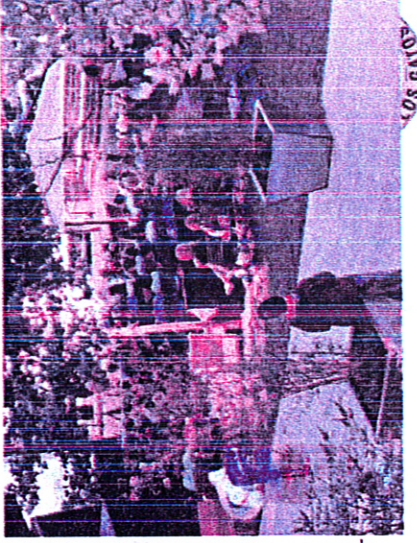
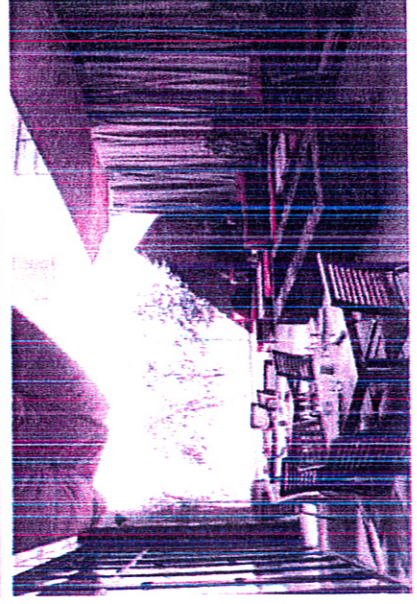
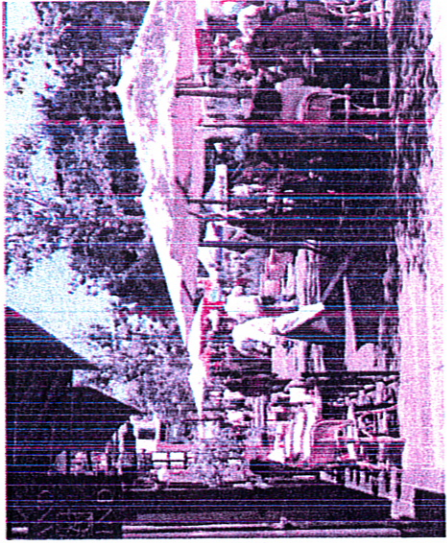
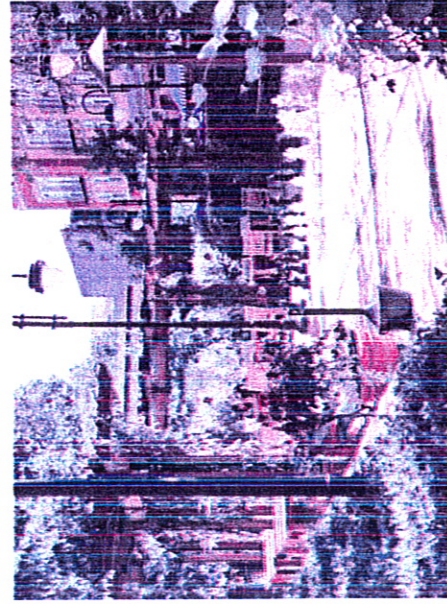
PUBLIC SPACES

- **Advisory Committee Visual Preference Survey Input**
 - Strongly Supported



PUBLIC SPACES

- On-Line Visual Preference Survey Input
- Strongly Supported



ARCHITECTURAL STYLE

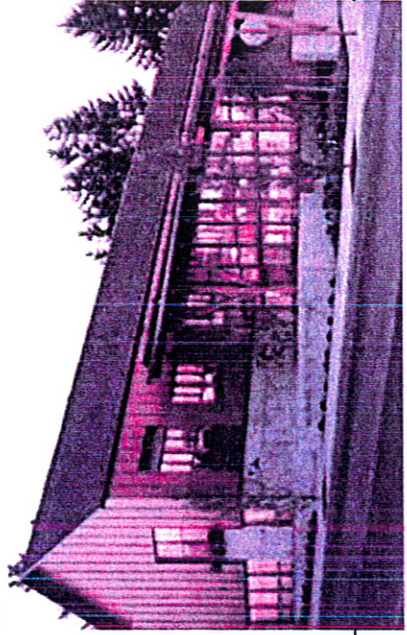
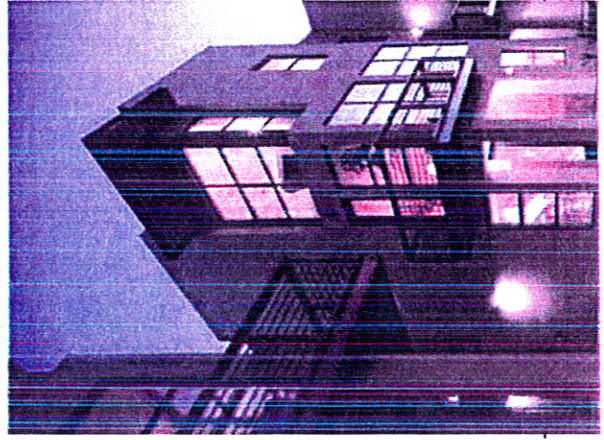
- **Community Visual Preference Survey Input**
 - Strongly Supported



ARCHITECTURAL STYLE

- **Advisory Committee Visual Preference Survey Input**

- Strongly Supported



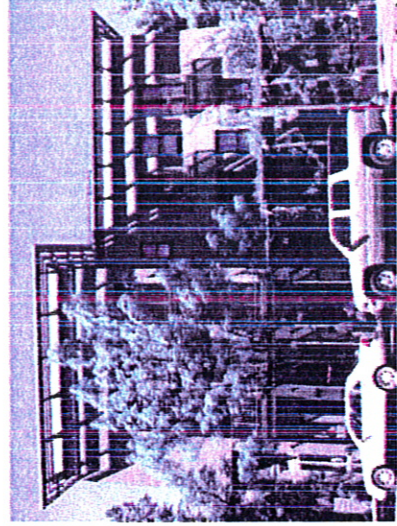
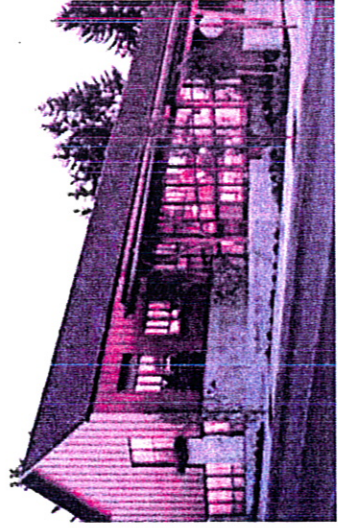
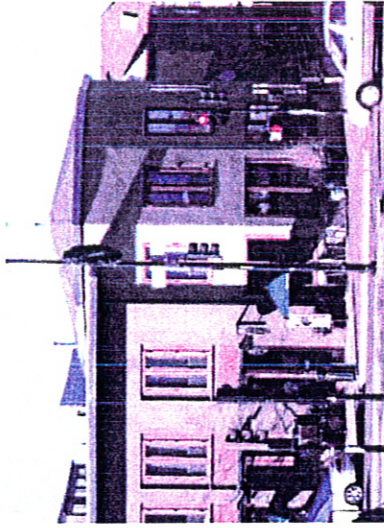
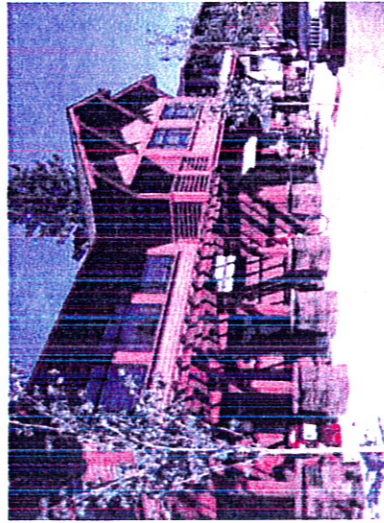
ARCHITECTURAL STYLE

- **On-Line Visual Preference Survey Input**
 - Strongly Supported



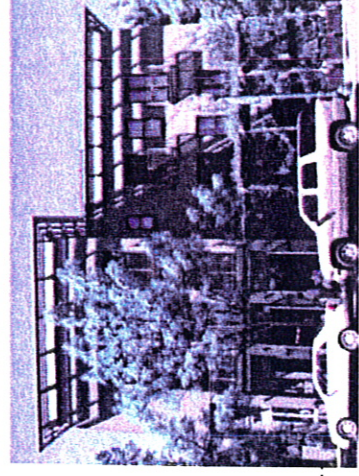
ARCHITECTURAL STYLE

- Community Visual Preference Survey Input
 - Moderately Supported



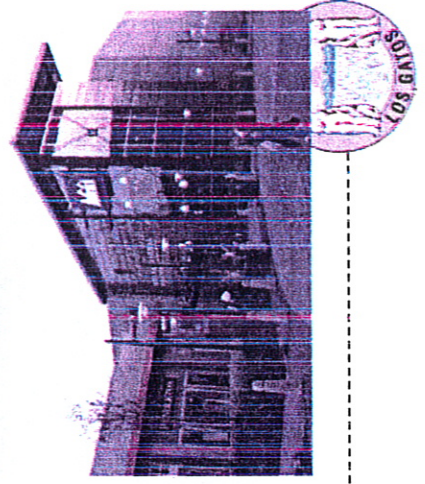
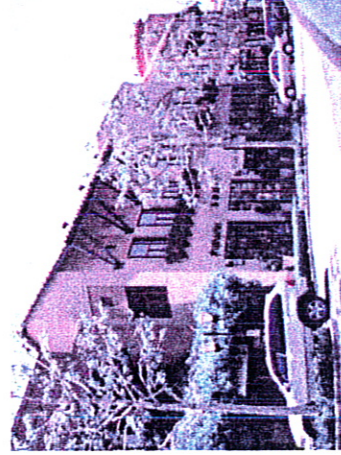
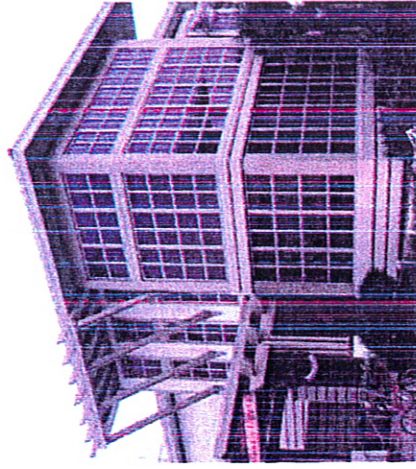
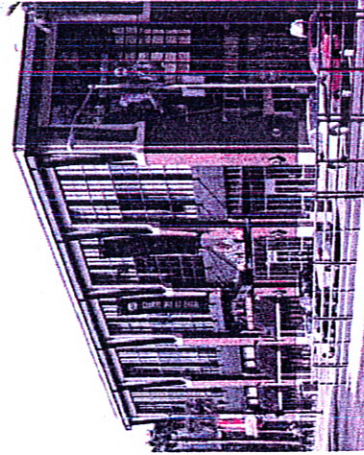
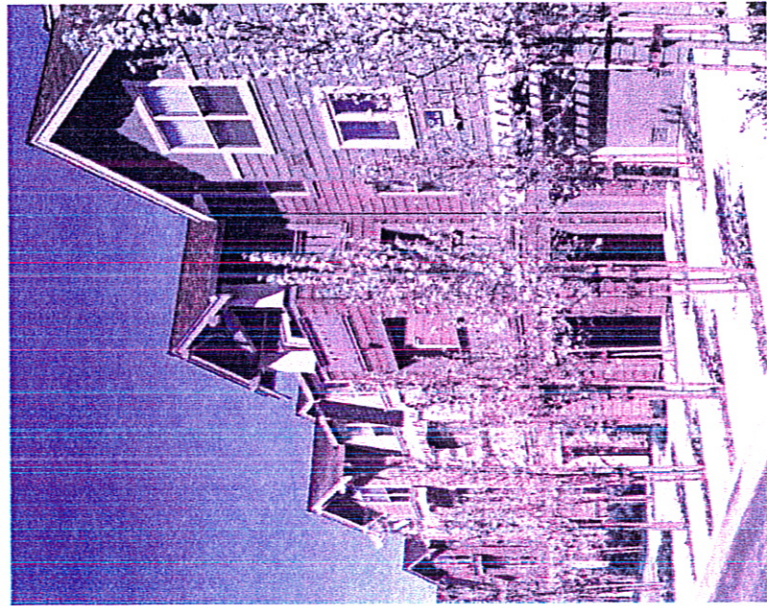
ARCHITECTURAL STYLE

- **Advisory Committee Visual Preference Survey Input**
 - Moderately Supported



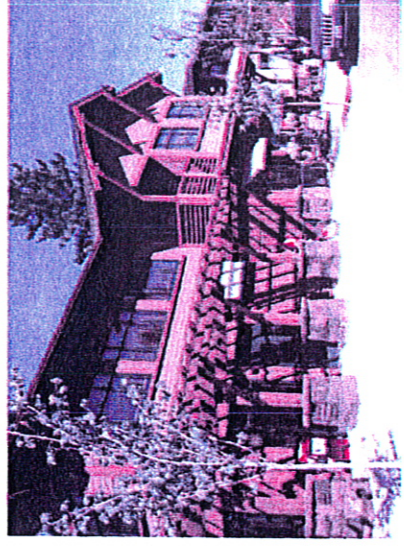
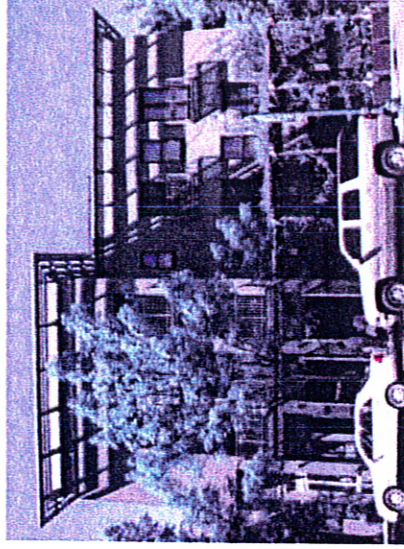
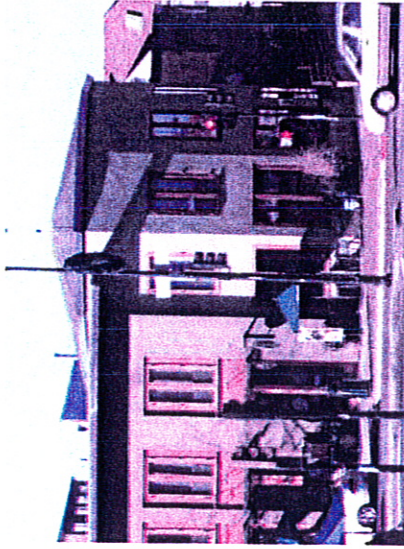
ARCHITECTURAL STYLE

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ARCHITECTURAL STYLE

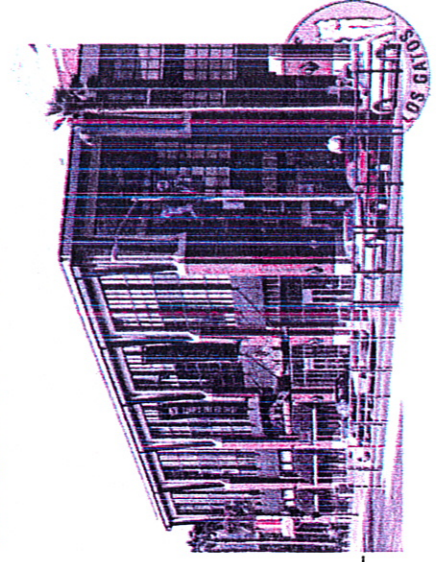
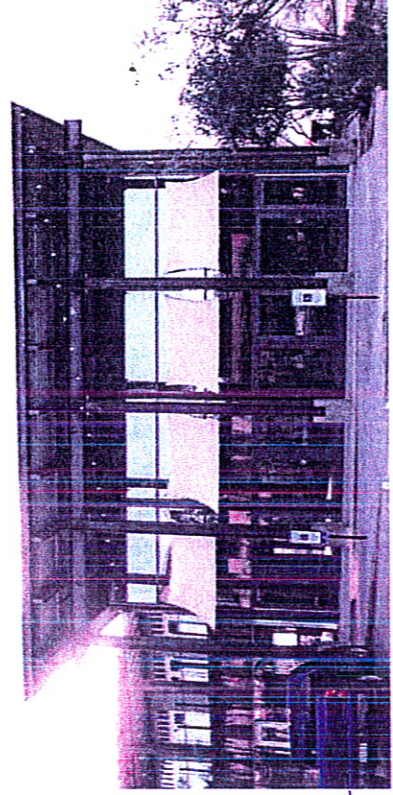
- On-Line Visual Preference Survey Input
 - Moderately Supported



ARCHITECTURAL STYLE

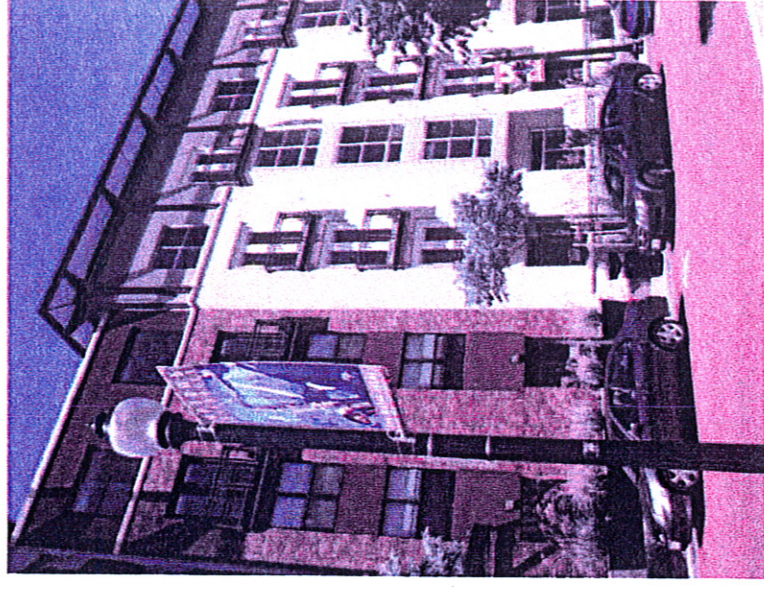
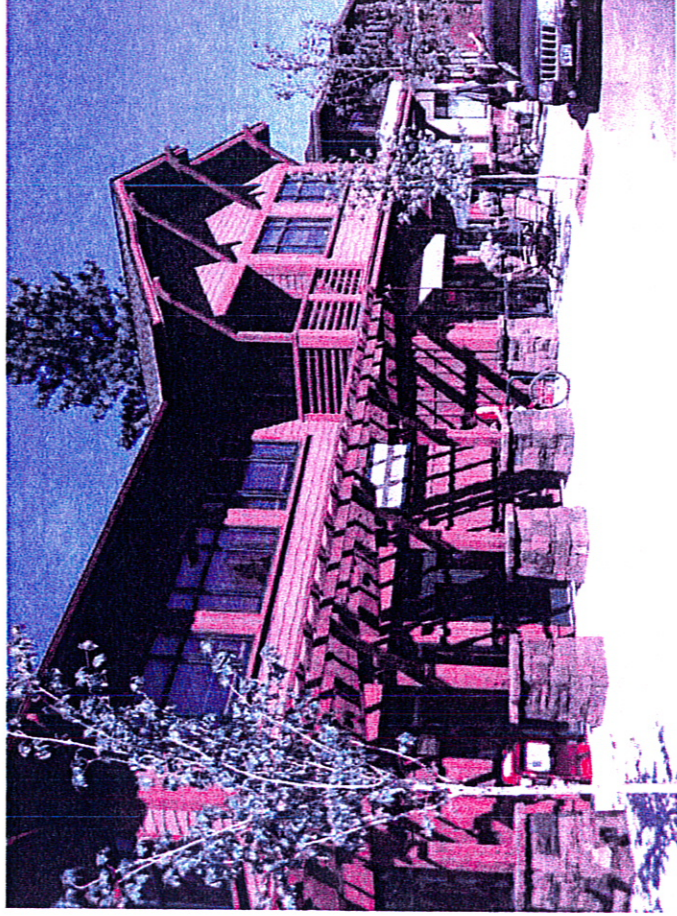
- **Community Visual Preference Survey Input**

- Strong Opposition



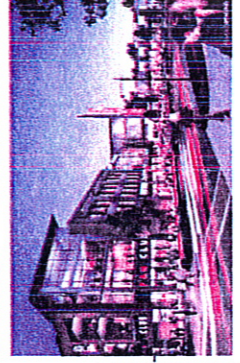
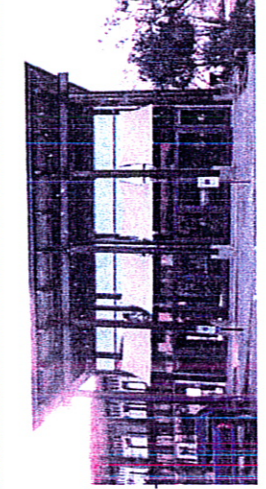
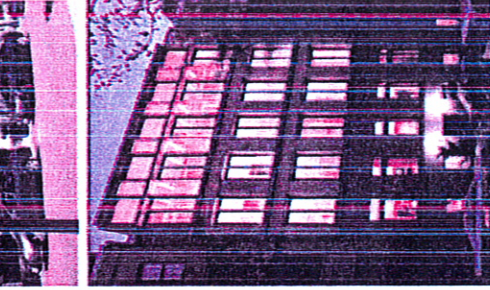
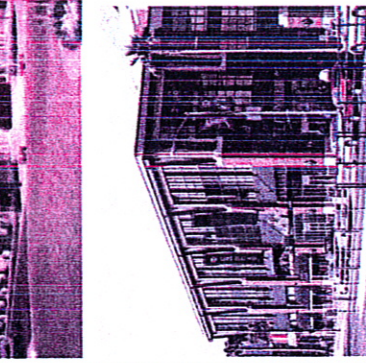
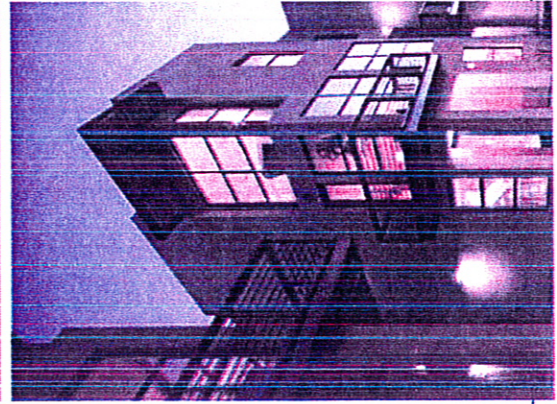
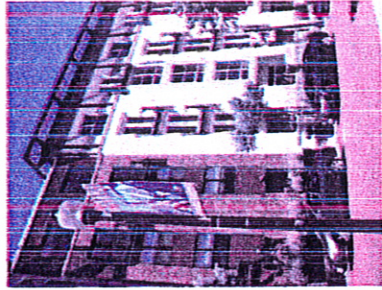
ARCHITECTURAL STYLE

- Advisory Committee Visual Preference Survey Input
 - Strong Opposition



ARCHITECTURAL STYLE

- On-Line Committee Visual Preference Survey Input
 - Strong Opposition



NEXT STEPS

- ▶ Advisory Committee Meeting #5
 - Review Concept Plan
 - Residential and Commercial Building Form
- ▶ Specific Plan and EIR

